

**AFFIDAVIT**

This Affidavit is being executed by an officer of SilverPop Systems, Inc. as a statement of ownership of U.S. Patent Application Serial Number 10/019,159 that was filed with the United States Patent Office on Mar 28, 2002 and has a title of "Systems and Methods of Viral Marketing" (the Present Application).

The Present Application was originally filed in the United States Patent Office by MindArrow Systems, Inc of Aliso Viejo, California. Subsequent to this filing, the Present Application was acquired by Avalon Digital Marketing Systems, Inc. of California. On June 30, 2003, the Present Application was acquired by SilverPop Systems, Inc.

As an officer of SilverPop Systems, Inc., I hereby state that SilverPop Systems, Inc. has full and complete title and ownership in and to the Present Application.

James K. McCormick  
Signature

James K. McCormick  
Name

CEO  
Title/Position

5/24/05  
Date

STATE OF Georgia  
COUNTY OF Cobb

(SEAL)

On this 26<sup>th</sup> day of May, 2005, before me personally appeared James K. McCormick, to me known and known to me to be the individual aforesaid who duly acknowledged the signing of the foregoing instrument to be his voluntary act and deed and who executed the same for the uses and purposes therein specified.

Robert H. Overbaugh  
Notary Public

Notary Public, Cobb County, Georgia  
My Commission Expires July 14, 2006